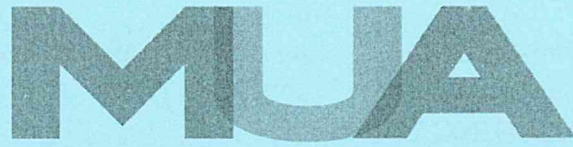


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 300: MARKETING PLANNING AND CONTROL

DATE: 5TH AUGUST 2016

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

THE READING UNIVERSITY

The Reading University, one of the oldest private universities in Kenya, has been in existence for about fifteen years. For a long time, the university has enjoyed calmness and increased enrollment in its programmes. It attracts both part time and full time lecturers from other universities. Given its international orientation, the university attracts students from all cultural backgrounds.

The university claims to be the best in terms of learning facilities which include a well stocked library, computer facilities, and optimal class sizes and is located in conducive environment for learning. On average its fees are higher than those of other universities.

The courses offered in the Reading University include Business Administration, International Business Administration, Informational Technology, among others. These courses are offered at the undergraduate and postgraduate level.

In a recent board meeting, one of the members had the following to say: "we have to do everything possible to increase the student's enrollment in our MBA programme. We cannot sit back and watch this declining trend while other universities are experiencing the opposite. Why should we assume that we are the best when all is not well? Let us try to change our orientation".

In support of this view, another member of the board said, "It is good that we are now realizing that we are not the best with many universities coming up, and others utilizing the excess capacity that they have, we have to be watchful as these competitors may erode our market share".

Having heard all these sentiments, the chairman wondered where they should start from. He suggested that board members put their heads together and determine which course of action to take. "Of course we have to start with the strategic marketing plan, which in the first place is non-existent", retorted one of the directors.

Required:

- a) Conduct a SWOT analysis for The Reading University (10marks)
- b) Assuming the university management has decided to change their orientation and adopt a marketing orientation. Explain the circumstances from the case under which the marketing orientation works (7marks)
- c) Discuss strategies that The Reading University might apply to defend their market share. (8marks)

QUESTION TWO

- a) Although the contents, lengths, and format may vary, most marketing plans contain similar sections. Discuss the various sections of a marketing plan for an organization of your choice dealing with fast moving consumer products. (8marks)
- b) The success of a marketing plan depends on a complex web of internal and external relationships as well as on uncontrollable environmental factors. Analyze the internal relationships and factors that might influence the success of a marketing plan. (7marks)

QUESTION THREE

- a) Developing product and brand strategy is one of the key aspects of marketing planning with the goal of building strong brands. Discuss the advantages that accrue to a firm that enjoys strong brands. (8marks)

- b) Products must reach markets at the right time, place, and price through the value chain. Describe the different decisions that the marketing planner must make when planning for channel strategy. (7marks)

QUESTION FOUR

- a) Marketers can choose among a wide variety of techniques in the five basic categories of marketing communication tools. Using relevant examples, discuss how the marketer would plan for each of the elements of the Integrated Marketing Communication (IMC). (8marks)
- b) Define the term marketing control. Explain the four main tools for measuring performance progress. (7marks)

QUESTION FIVE

- a) Using an illustration of an organization of your choice, illustrate marketing objectives you would set for the organization. (8marks)
- b) The SWOT analysis is a key tool used by marketers when planning. Discuss the concept of SWOT analysis and the way it is applied in marketing planning. (7marks)

QUESTION SIX

- a) Marketing planning must be based on a clear understanding of target customers. Explain the factors that marketers should consider when analyzing customer needs and behavior. (8marks)
- b) During marketing planning, the marketer must determine the overall direction for the marketing planning. Using relevant examples, explain the growth strategic choices available to the marketer. (7marks)